

TIME: 7:59
DATE: 12/14/53 + 12/15/53
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

A SPLASH of red, the glint of glitter,
BLACK, an attractive design--yes, it's BOUND
to make a stong impression. If YOU'RE
making posters, make them with PAINT and GLITTERS from
PIERCE'S PAINT and ART STORE. At PIERCE'S, you'll
find CRAFTTINT, and MILTON & BRADLEY dry poster paints.
They'll help YOU make an EYE-CATCHING display!
If you really want to attract attention,
DON'T ask the pixies for pixie dust, ask PIERCE'S
for GLITTERS. That's right,
PIERCE'S has six shades of colorful glitters, wonderful
for adding that EXTRA SPARKLE to your designs.
Of course, PIERCE'S PAINT & ART STORE has poster paper
and poster board in almost ANY size too. So,
try PIERCE'S first! For ALL your top quality art supplies,
at the lowest possible prices,
come to PIERCE'S, 196 MAIN STREET across from CITY HALL.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPT

Doris Rice 12/14/53
ANNOUNCER'S SIGNATURE

Agathe Keliher 12/15/53
Announcer's Signature

Bunny Mann 4/20/54

